

***Alexandria Marketing Fund
Fiscal Year 2012 Grant Awards***

Round 1

Alexandria Story Festival: \$1,000

For support of the 2011 Alexandria Story Festival, a daylong celebration of books, authors and reading for children that promotes early childhood literacy in Alexandria and the surrounding area.

Del Ray Business Association: \$21,750

For reformatting the DRBA Web site to highlight area businesses and activities for residents and visitors, and for a holiday television advertising campaign.

Old Town Boutique District: \$15,500 For marketing activities associated with an expanded holiday promotion bringing Santa Claus to Old Town.

Torpedo Factory Artists Association (TFAA): \$19,075

For support of TFAA's efforts attract more visitors to the Torpedo Factory and increase visitor spending in Alexandria through the purchase advertisements in four key publications targeted to visitors.

West End Event Productions: \$19,469

For support of marketing activities associated with the West End Wine and Arts Festival 2011.

Round 2

Access through the Arts/Alexandria Arts Forum: \$35,000

To support marketing strategies of the *Kaleidoscope* project, a series of signature visual and performing arts events throughout Alexandria.

Carpenter's Shelter: \$15,000

For support of a marketing campaign for the *Carpenter's Cook-Off*, the organization's benefit event featuring local restaurants.

First Night Alexandria: \$12,000

In support of social media strategies and an online advertising campaign activities to increase the awareness of and attendance at the 2011 First Night Alexandria.